



WONDERS OF WILDLIFE®



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Jerry Presley



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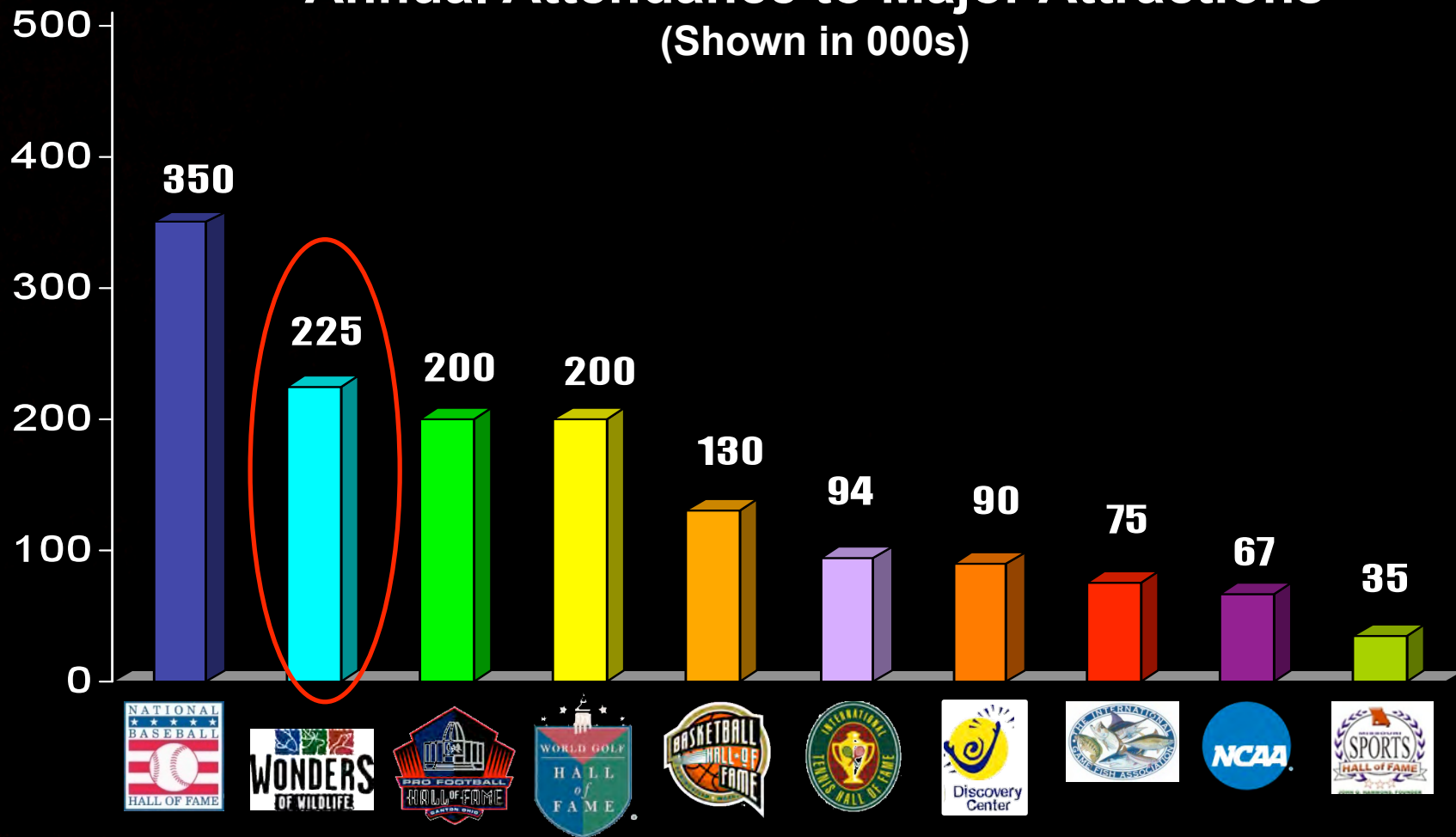


Benjamin Lawless



Museum and Attraction Attendance

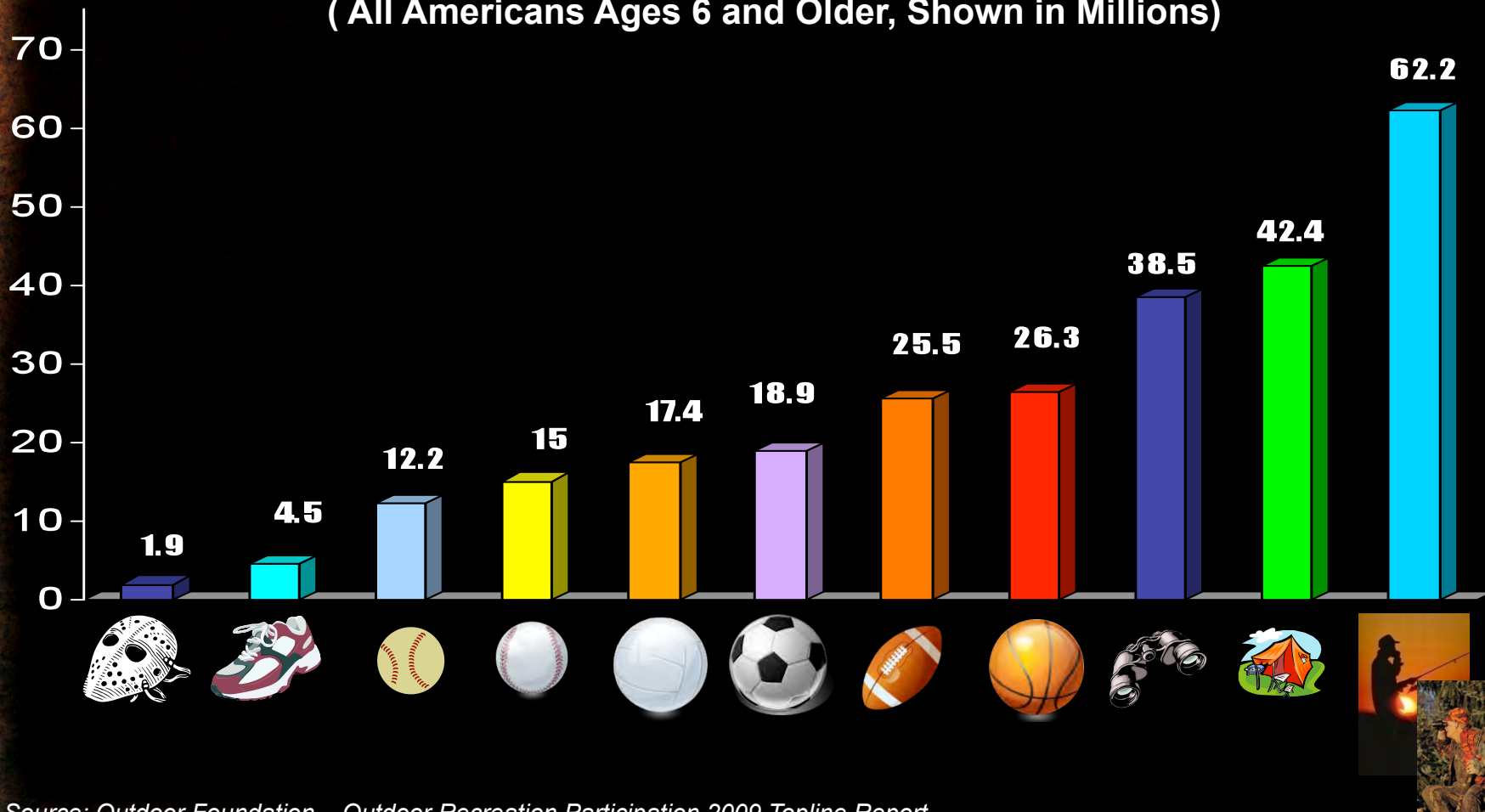
Annual Attendance to Major Attractions
(Shown in 000s)





The Outdoors America's Real Past-Time

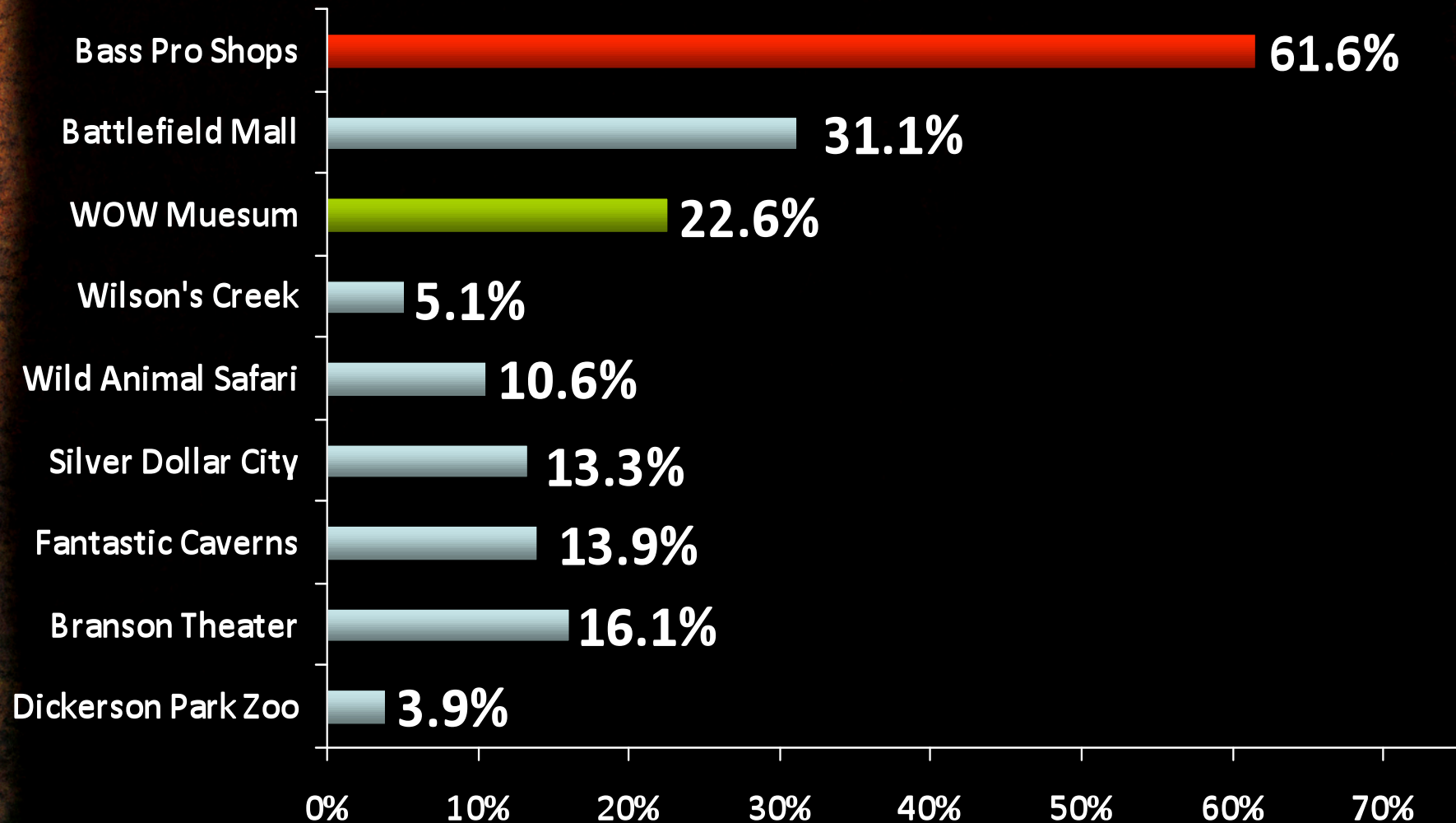
2008 Participation in Outdoor Activities (All Americans Ages 6 and Older, Shown in Millions)



Source: Outdoor Foundation – Outdoor Recreation Participation 2009 Topline Report



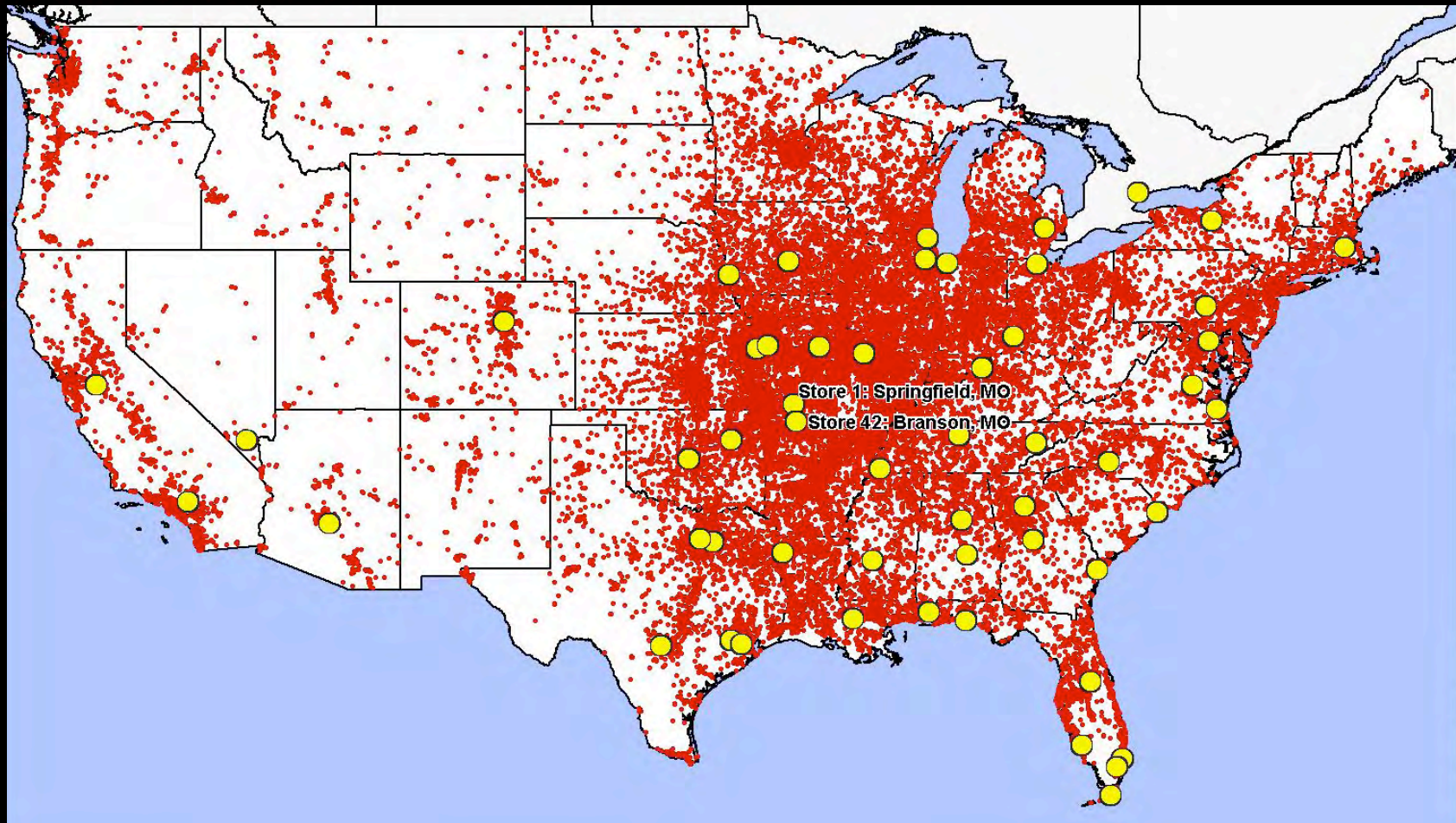
The Bass Pro Shops Campus is Springfield's #1 Tourist Attraction



Source: 2007 Springfield Visitor & Profile Analysis, Springfield CVB



W.O.W and Bass Pro Shops Draws All 50 States to Southwest Missouri



- Bass Pro Shops and Wonders of Wildlife host over 5 million customers in Springfield and Branson annually



Reasons to Support the Hotel/Motel Tax

1. Other people pay for it
2. The hotel/motel tax does not
come out of my taxes
3. It is a chance to bring revenue
into my city



WONDERS OF WILDLIFE®



DETERMINED ATTITUDE TAKES KALEY LYONS TO THE TOP / 1D

SPRINGFIELD NEWS-LEADER

NEWS-LEADER.COM • OZARKSMOBILE.COM SPRINGFIELD, MISSOURI • SATURDAY, JUNE 27, 2009 • 75¢

City wondering about museum

Museum budget

The Wonders of Wildlife museum still employs four full-time and one part-time employee involved in ongoing projects and development of new ones.

A full-time curator of life sciences takes care of the WOW animals in holding areas on the campus, and will be involved in procuring more animals before the museum reopens, said interim director Peggy Smith.

A full-time director of conservation education programs conducts the Wonders of the Outdoor World outdoor skills programs around the state and takes the animals to programs across the city.

Staff is also helping with plans for National Hunting and Fishing Day in September, Smith said, but a host of corporate sponsors are underwriting 100 percent of that event.

Sponsors are also underwriting the cost of developing the Conservation Education Network, a distance-learning Web site portal where individuals and especially teachers can access conservation-related information and curriculum aids.

The WOLF School conducted during the year

on the Bass Pro campus for grade-school-age children is funded through the school system, Smith said.

Museum staff and animals are involved in the program, Smith said.

The WOW expenses total about \$700,000 annually while the museum remains closed, Smith said.

Some of that includes:

- About \$300,000 for salaries and benefits of four full-time and one part-time staff and a contract veterinarian for the off-site fish and wildlife;
- Roughly \$102,000 annually for utilities;
- More than \$13,000 for telephone service;
- About \$85,000 to maintain commercial insurance policies to cover assets, a vehicle and a few workers compensation fees.
- About \$20,000 for a reduced participation in the Springfield Convention and Visitors Bureau and long-term contracted billboard marketing fees.

Most of the museum's annual income is derived from about \$345,000 from the hotel-motel tax, about \$400,000 from the museum tax district and about \$8,000 a year for providing various educational programs.

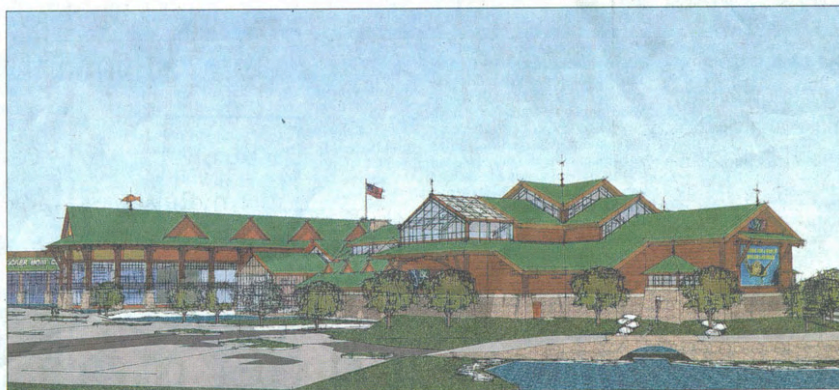
from 2 percent to 4.5 percent. Of the increase, WOW gets one-half of one percent, city records show. Other nonprofits and attractions get the rest.

Since then, Wonders of Wildlife has received \$3,415,469, said city Finance Director Mary Mannix Decker.

The tax language says it can be used by recipients for "construction, renovation, improvements," said Mary Lilly Smith, the city's

See **Museum**, Page 4A

VOICE OF THE DAY



PGAV ARCHITECTS / NATIONAL FISH & WILDLIFE MUSEUM & AQUARIUM

This artist's rendering shows the exterior view of the Wonders of Wildlife museum in Springfield.

YOUR PATIENCE IS APPRECIATED

WOW museum is still on schedule to reopen in late 2010.

On behalf of the board of directors, I would like to thank our members, friends and supporters for their continued patience in the temporary closure and transformation of the Wonders of Wildlife museum from an outstanding educational and entertaining facility into a world-class attraction that, when completed, will be of great significance for Springfield and beyond.

Contrary to some speculation and perception, the museum remains very much on schedule to reopen in late 2010 as reconfirmed at our public presentation last November.

In recent months we have made substantial progress, with the most visible being the construction of a new perimeter "ring road" with waterfalls and ponds. There has also been solid physical progress with demolition and other preparation for the new aquariums, exhibits and galleries. However, by far, the most significant progress we are making is in the "behind the scenes" development of the complex architectural plans required before each phase of the physical construction can begin. Engineering and other development plans continue to advance rapidly with ongoing meetings of the design team and our world-renowned architectural firm, PGAV. There is a huge commitment to make sure this project is engineered properly, but it's also been an eye-opener for me to see the complexity of this redesign that is so unlike the remodeling of a simple office building, home or other structure.

As the new chairman, I continue to be impressed with the creativity and commitment for excellence in this project. Thanks to the generous contributions of John Morris and Bass Pro Shops, the museum has been able to develop the plans for a world-class living aquarium and wildlife facility that people from all across the country will want to visit.

In addition to his financial support, Johnny has invested a tremendous amount of his time on this project, hosting fellow designers, aquarists and museum board and staff on trips to over 25 major museums and attractions to study the latest in museum and aquarium design.

During these challenging economic times, it is important to note that as we embark on our expansion, we are doing so on very sound financial footing. Over the past five years, the museum has been very fortunate to have received private donations totaling over \$19 million in cash plus an additional \$2.5 million in pledges, making it possible for us to retire all long-term debt and become a debt-free institution. Additionally, it is important to recognize that our ambitious expansion project is being funded largely by private cash contributions and pledges that total over \$24 million.

I have proudly volunteered to serve on this board since the beginning, watching the museum grow from a dream to a shared vision to one of the most visited paid museums in America. To be sure, for the past seven years, the WOW museum has served as a beacon for the proud heritage of hunting, fishing and conservation in America.

Please know that we have a great fiduciary responsibility as a board, both to create a facility that will greatly enhance tourism revenues to the city of Springfield and to those donors who have trusted us with their contributions to re-create and reconstruct a world-class facility.

I pledge to keep you updated on the progress of our remarkable new facility. It's gonna be great!

Rob Keck is board chairman of Wonders of Wildlife. He has been a lifelong dedicated hunter, angler and trapper as well as a deeply committed conservationist of international scope.



Rob
KECK

More on the WOW

ATTENDANCE

The museum, when open, consistently attracted more than 225,000 visitors annually, which surpassed attendance at such high profile national attractions as the National Football Hall of Fame, P.G.A. World Golf Village and Hall of Fame, the International Tennis Hall of Fame and many other prominent museums.

NEW EXHIBITS

The new museum will feature exhibits modeled after the great nocturnal exhibit at The Henry Doorly Zoo and the Rain Forest Exhibit at The Dallas World Aquarium. The new museum will also include some new surprises not found in any of the major aquariums.

Many world-class exhibits and displays are planned for the museum including several interactive displays that will heighten the visitors' experience. Many of these are aimed at entertaining and educating young visitors. Some of the displays and features include a flooded rain forest exhibit, shark and ray touch tanks, sturgeon touch pool, a large living coral tank, a bird aviary and a nocturnal swamp, just to name a few.

The museum will increase in size from 126,100 to more than 200,000 square feet with many new exhibits. WOW is also planning a new Conservation Education Center for the WOW educational programs and WOLF school to provide a fun and educational space for young people in the Springfield Public School System.

UPDATES

The museum is developing an updated Web site, www.wondersofwildlife.org, so you can follow construction, progress, and view renderings of some of the exciting exhibits that will be built.

- Rob Keck



wondersofwildlife.org

Wonders of Wildlife - Microsoft Internet Explorer

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Address <http://www.wondersofwildlife.org/> Go Links



FACILITIES AND SITE - CLOSED FOR EXPANSION AND RENOVATION!
Wonders of Wildlife facility is closed for a major expansion and renovation project.
Continue to visit this site for updates and our Grand Re-Opening schedule.

OUR MISSION: To educate, inform and entertain visitors concerning the value of fish and wildlife, to help them appreciate our heritage of hunting and fishing, and to motivate their personal involvement in the conservation of our outdoor resources.



RENOVATION UPDATE! ▾

Dear Editor and Friends of Wonders of Wildlife, ▴

NEW EXHIBITS ▾

Attendance ▴



WONDERS OF WILDLIFE®



American National Fish and Wildlife Museum Wonders of Wildlife

City of Springfield

Design and Construction Update

October 13, 2009



Creating the Worlds Greatest Living Museum

- Deliver on WOW Mission

- *To educate, inform and entertain visitors concerning the value of fish and wildlife, to help them appreciate our heritage of hunting and fishing, and to motivate their personal involvement in the conservation of our outdoor resources.*
- Fish and Wildlife Mission
- Heritage of Hunting and Fishing and the important role they play in conservation
- Motivate Conservation Involvement
- Connect with all ages but especially youth
- Entertain and Educate- Edutainment
- Demonstrate Leadership in Environmental Stewardship
- Strengthen Partnerships and Tourism



PGAV Destination Consulting

Focusing on the Visitor Experience

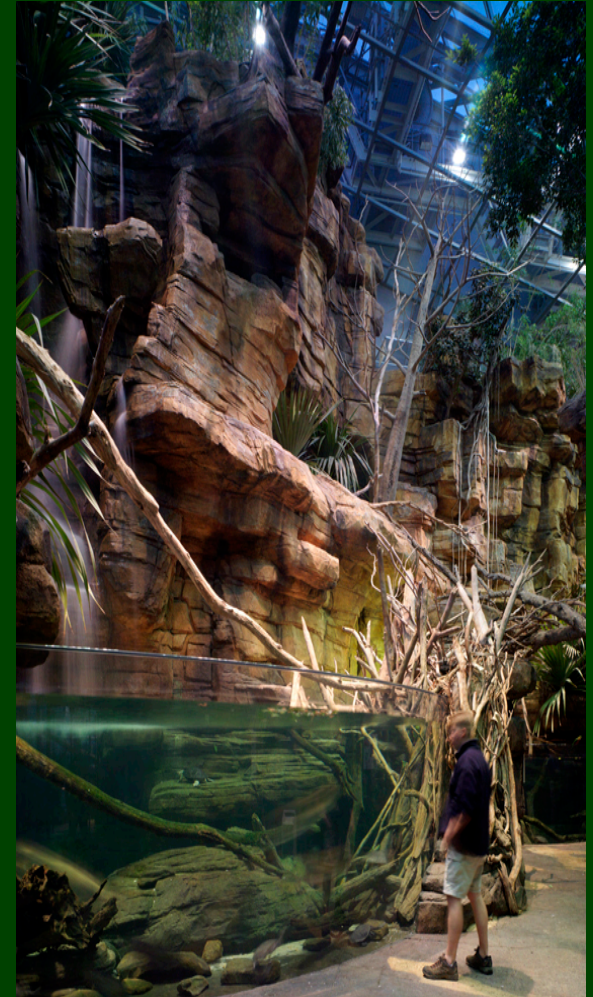


WOW -Project Team



Whiting-Turner Construction

Quality, Schedule, Value



New Jersey State Aquarium

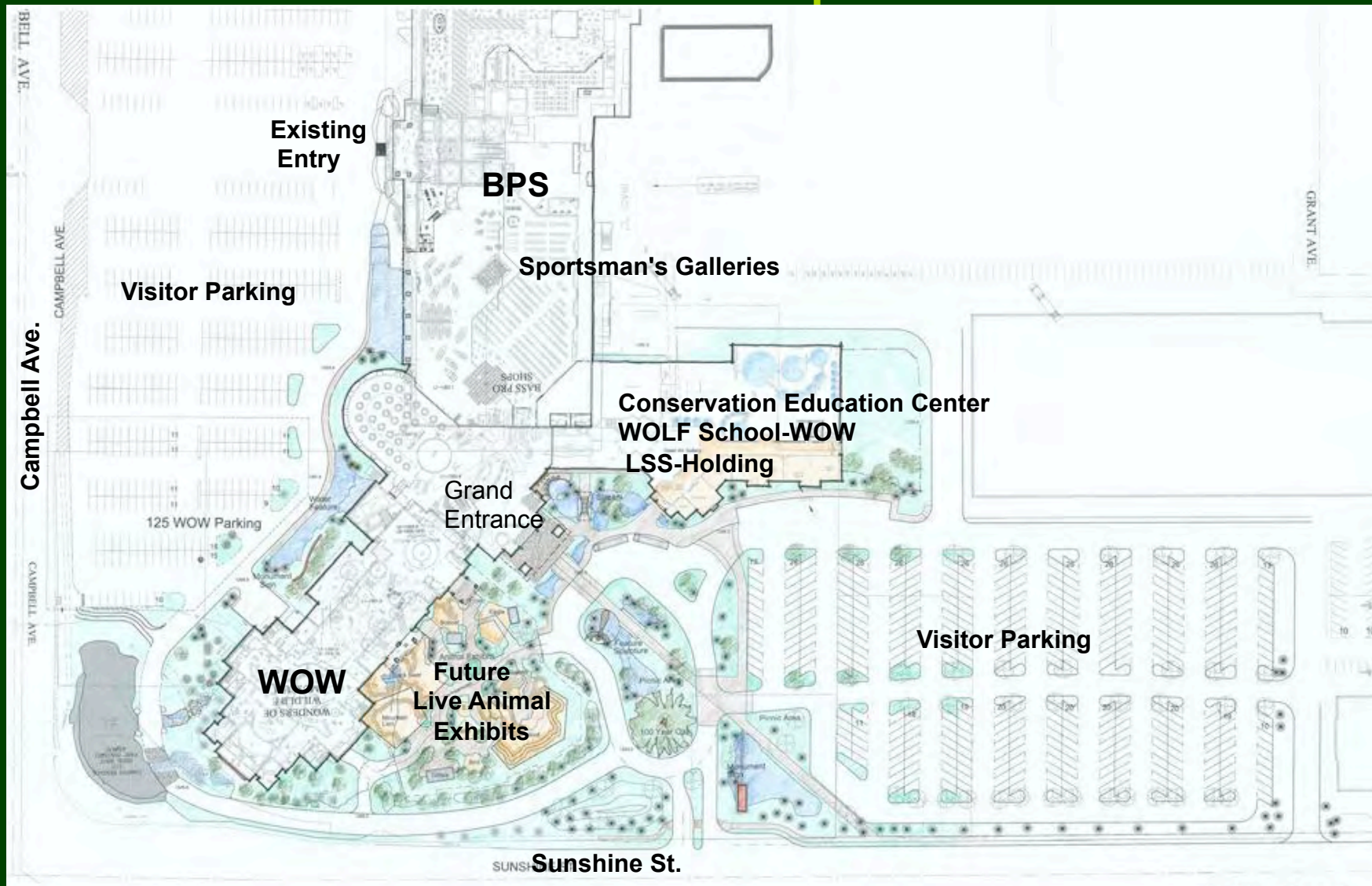


WOW -Project Delivery Schedule

- Selective Demolition –Fall- Winter 09
- Long Lead Acrylic Purchase- Fall-Winter 09
- Basement and Foundations- Spring 2010
- Super Structure and Envelope- Spring-Summer 2010
- Interior Fit Up and Exhibits- Summer 2010 with phased completion
- Aquaria Balance-Animal Acclimatization-Fall 2010
- Opening – Winter 2010



WOW-BPS-Site Masterplan



Proposed- Overall exterior and Site



Proposed- Overall exterior and Site



Exterior, East Before



Exterior, East Proposed



Exterior, West Before



Exterior, West Proposed

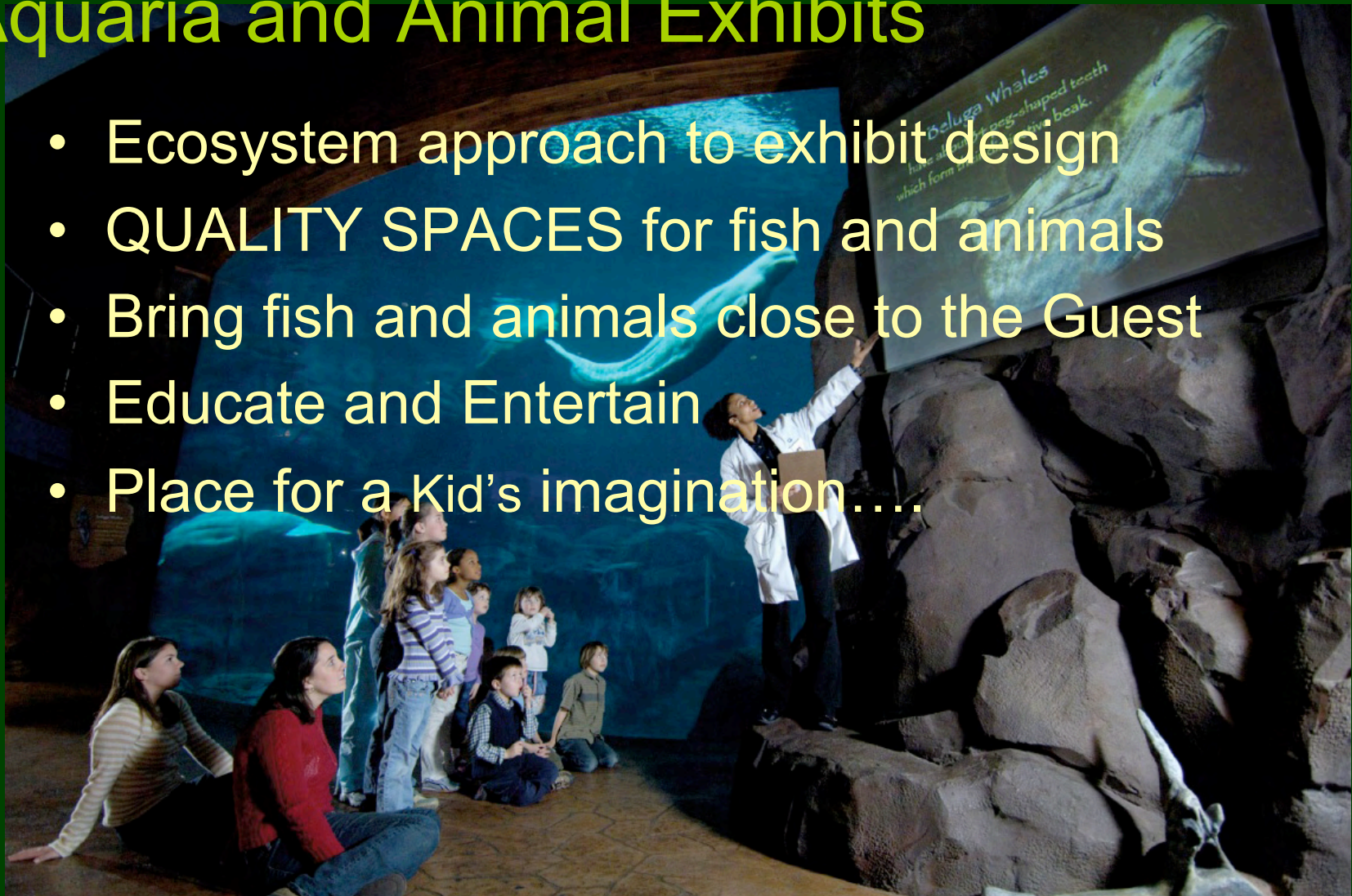


Proposed Sunshine and Campbell

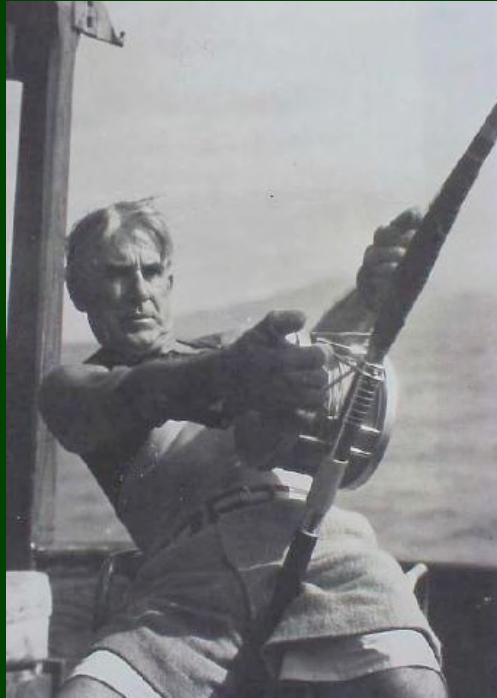


Aquaria and Animal Exhibits

- Ecosystem approach to exhibit design
- QUALITY SPACES for fish and animals
- Bring fish and animals close to the Guest
- Educate and Entertain
- Place for a Kid's imagination....



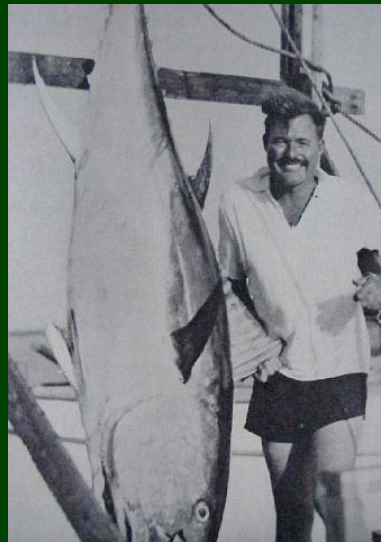
Legendary- Sportsman and Conservationist's



Grey



Rapala



Hemingway



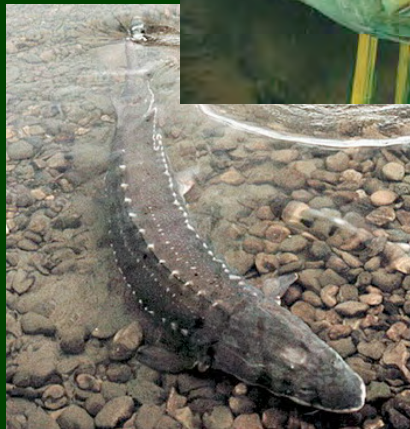
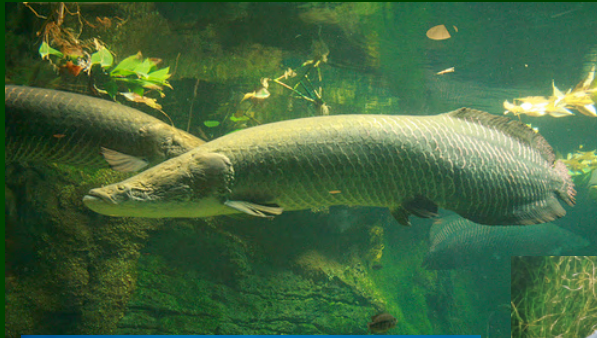
Roosevelt and Muir



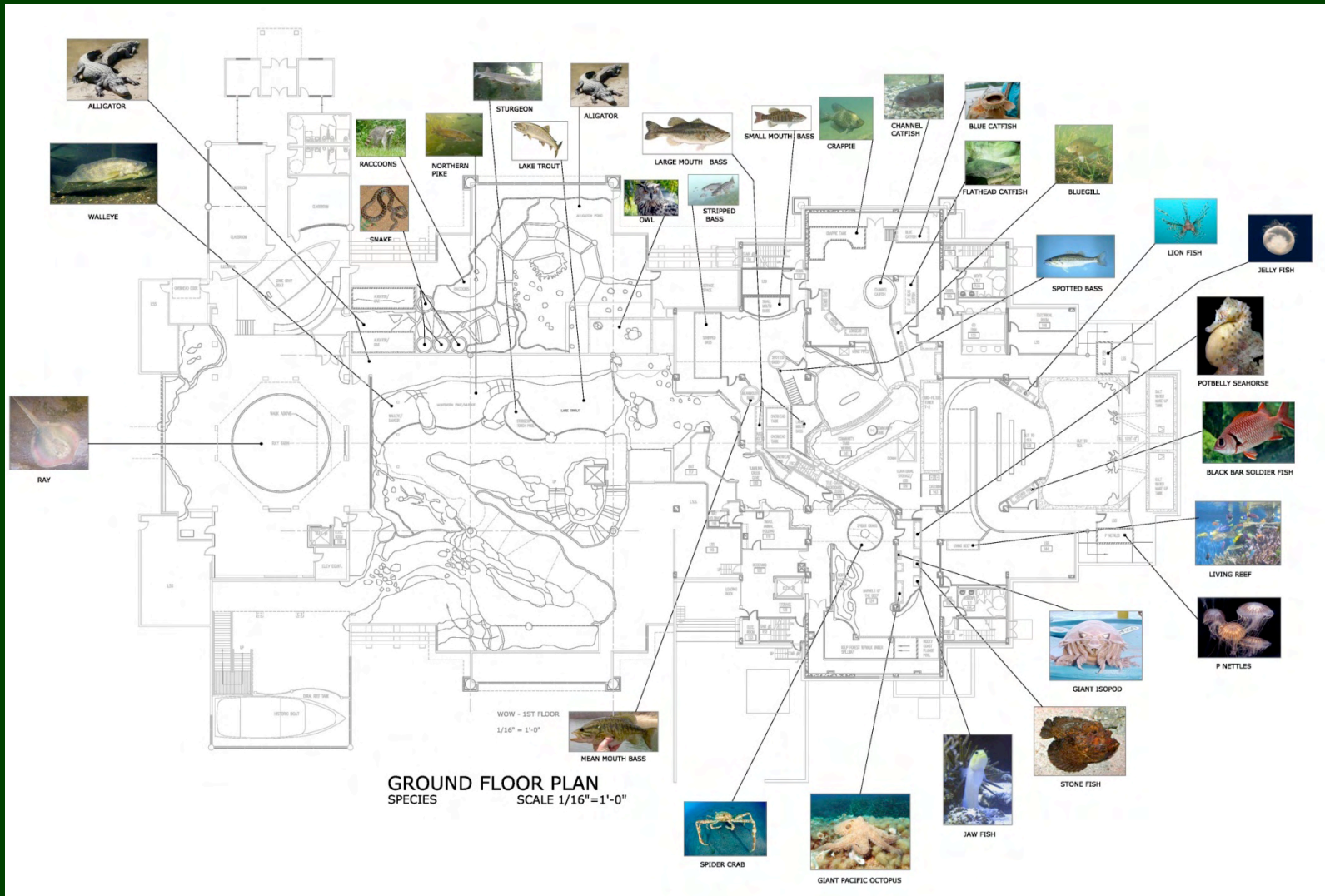
Carlson



WOW- Bio-Diversity



WOW- Bio-Diversity



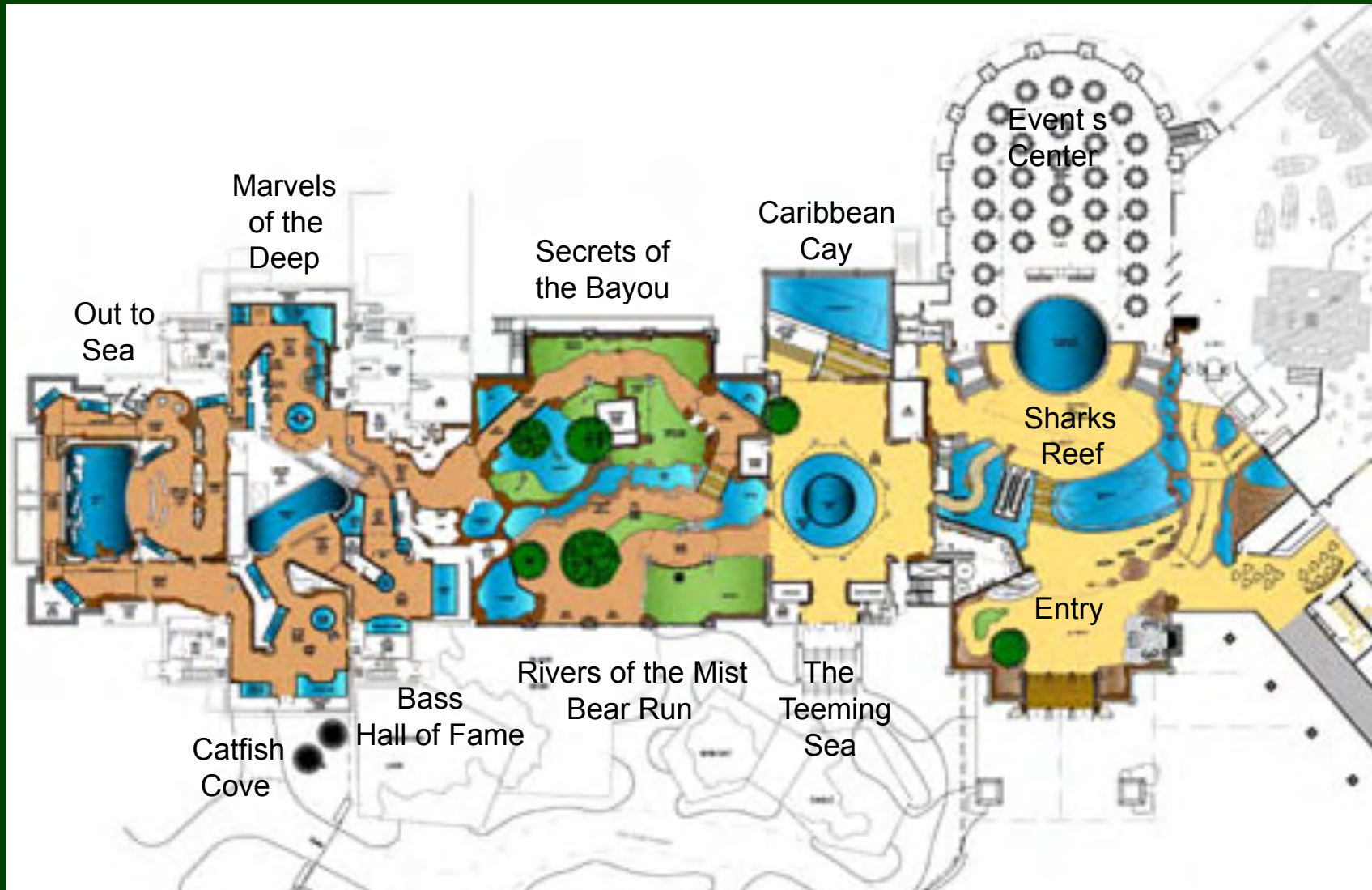
WOW –Immersive Experiences



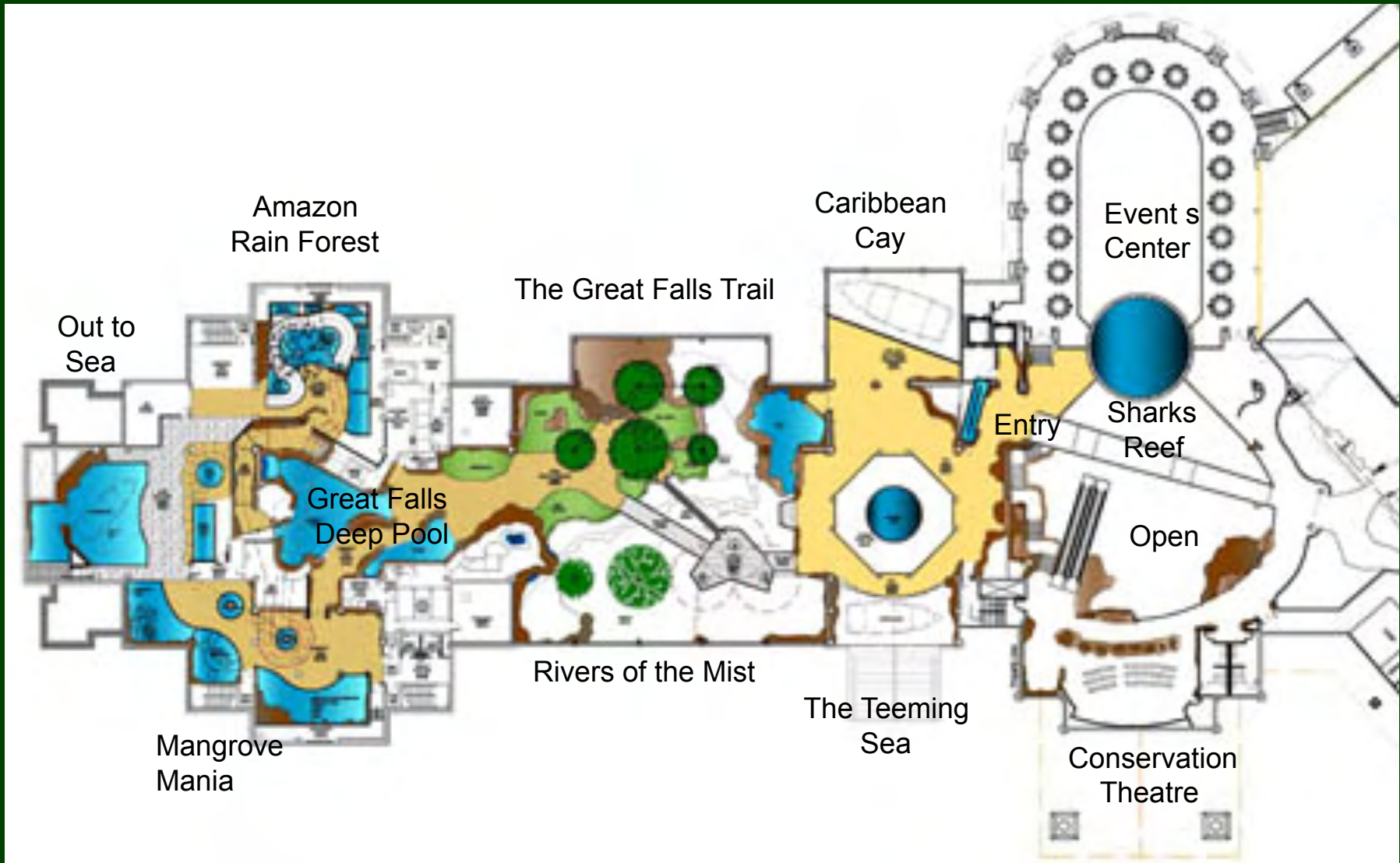
Immersive Eco-Systems



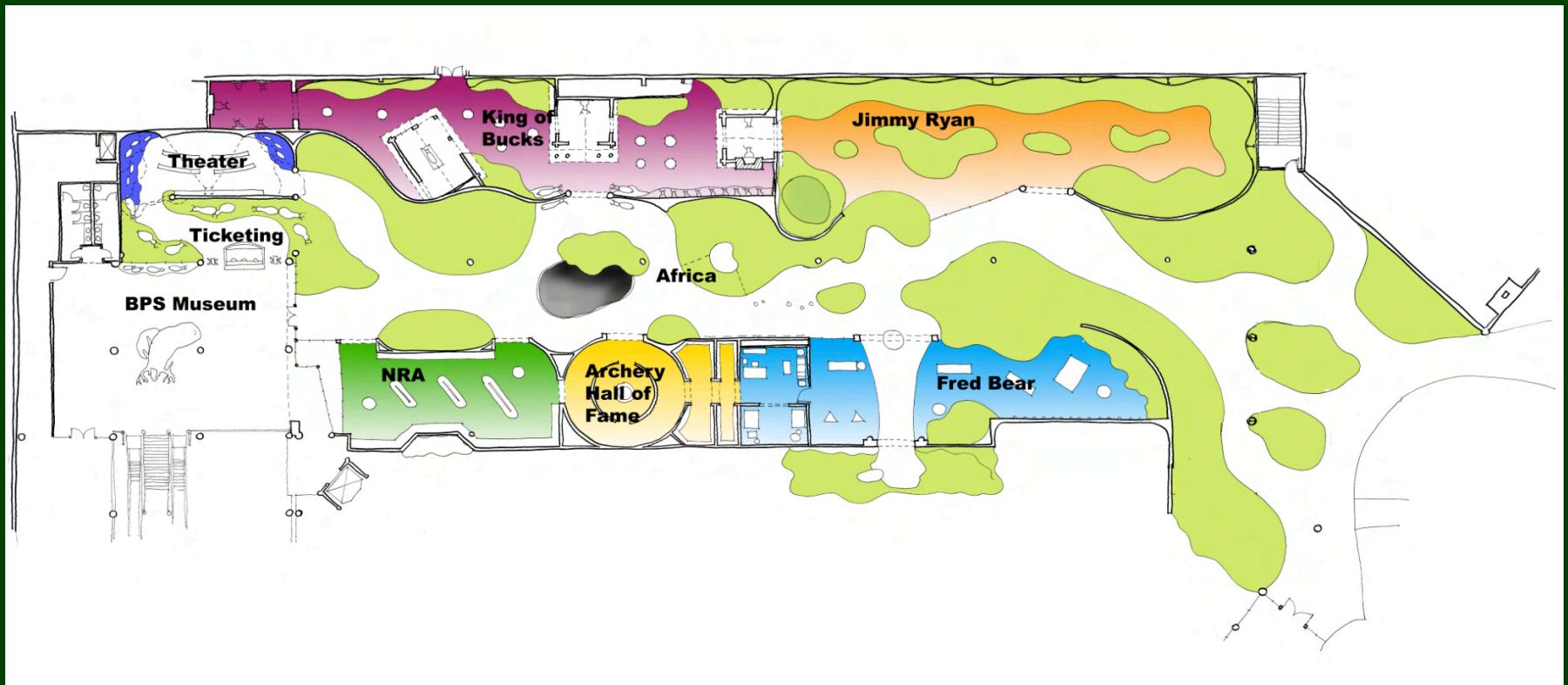
WOW-Renovation Plan-Ground Floor



WOW-Renovation Plan-Second Level



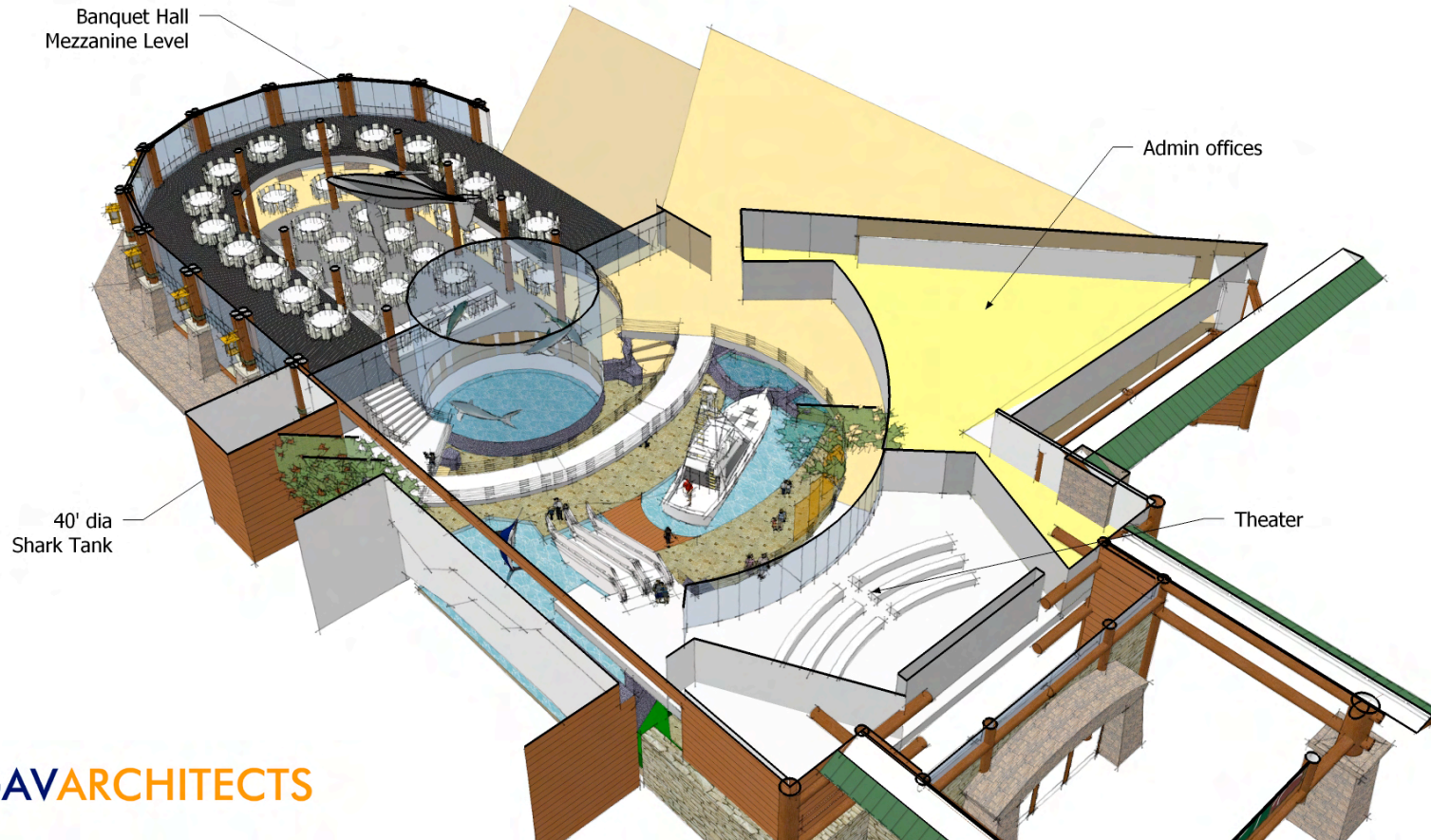
BPS- Sportsman's Galleries



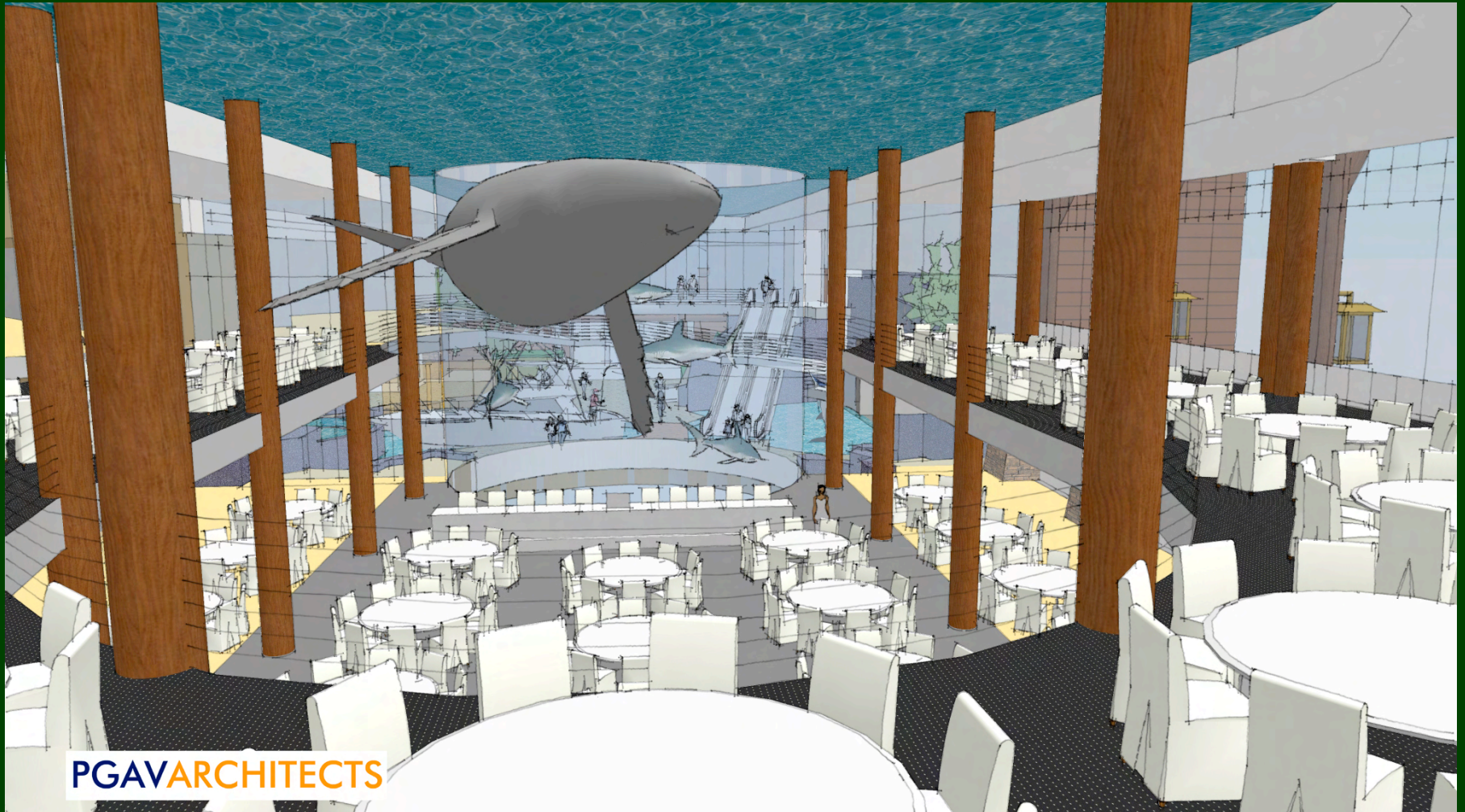
BPS- Windows into Nature



WOW Grand Entry



BPS- Events Center (White River Room)



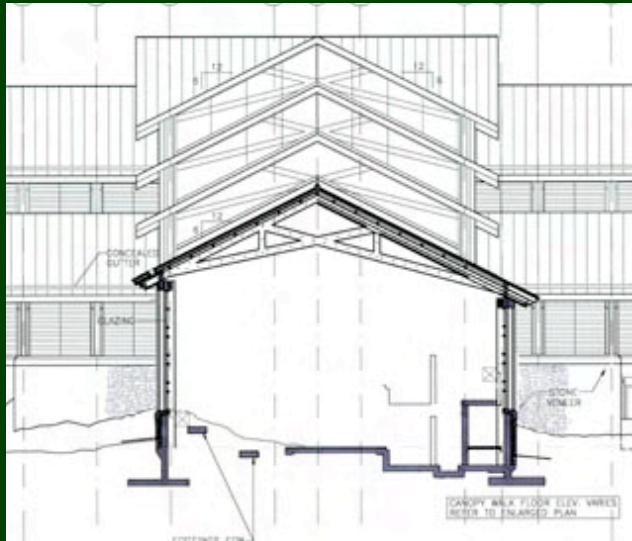
Interior Connector Mall – Feature Shark Reef



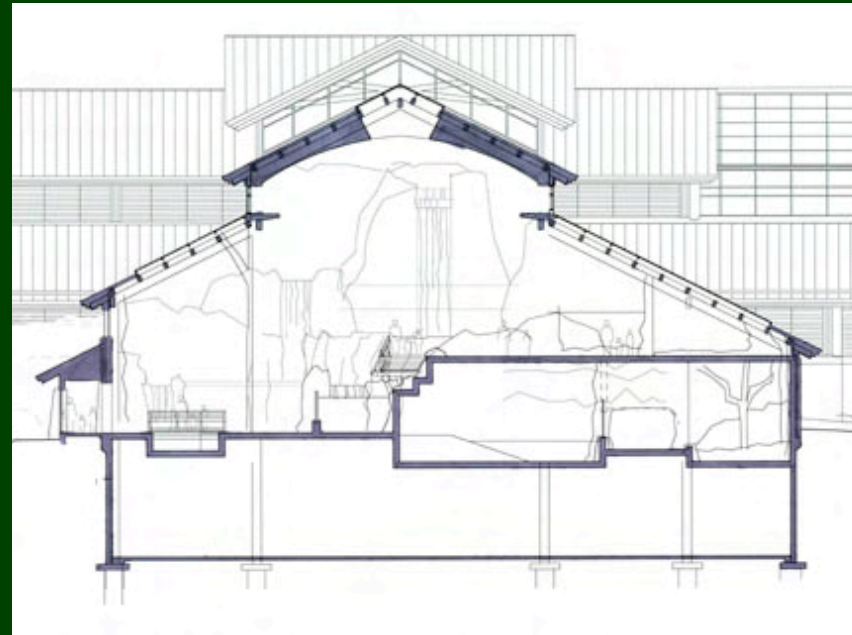
BPS- Events Center



Creating Dramatic Interior New Volume

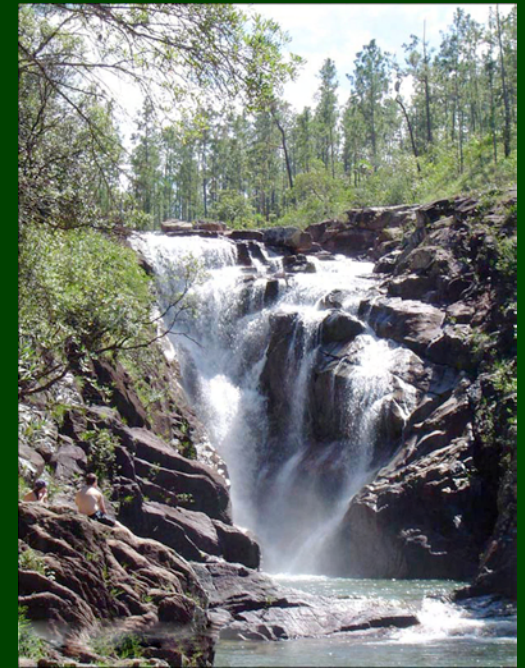
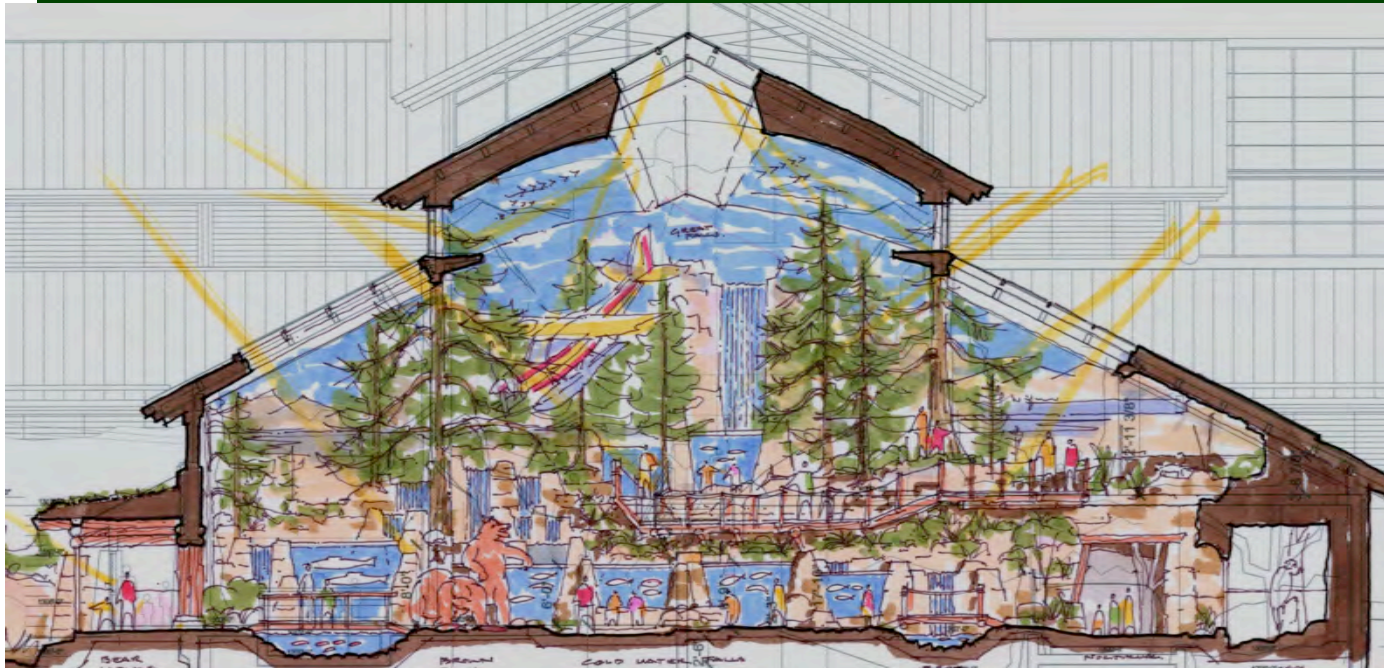


Existing WOW Interior

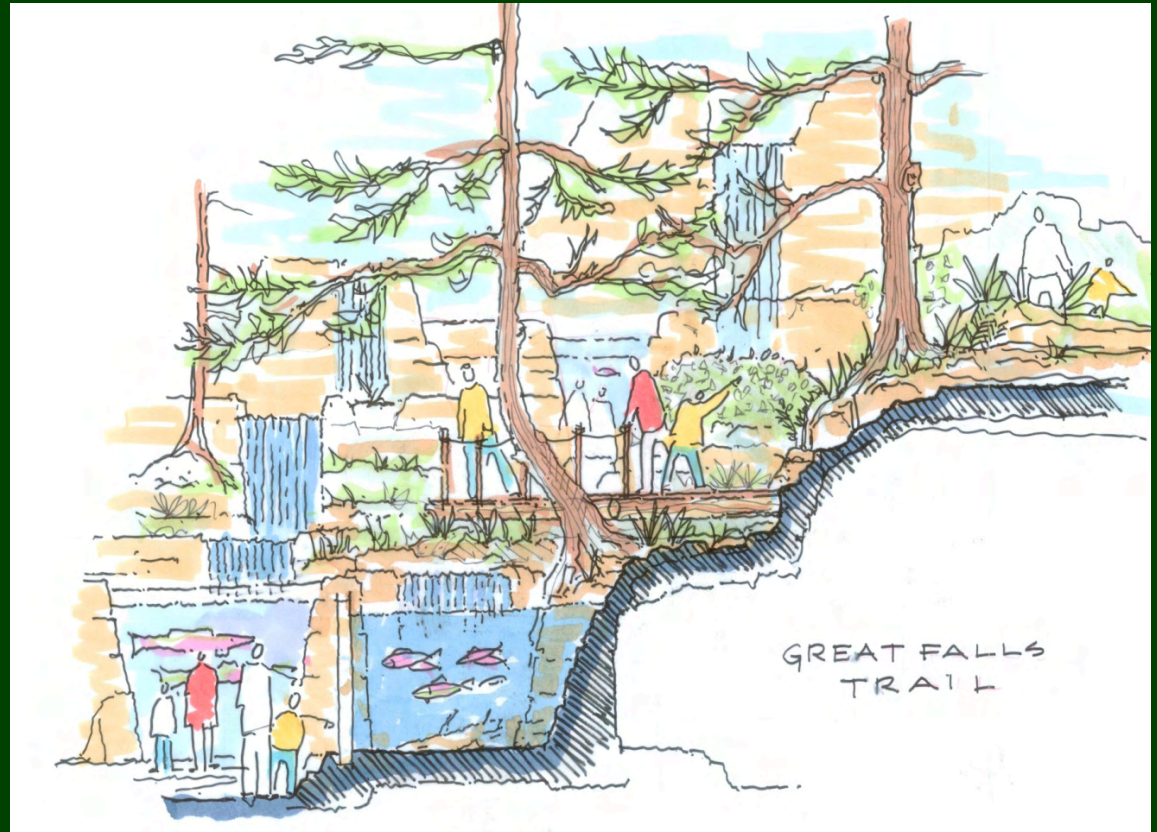
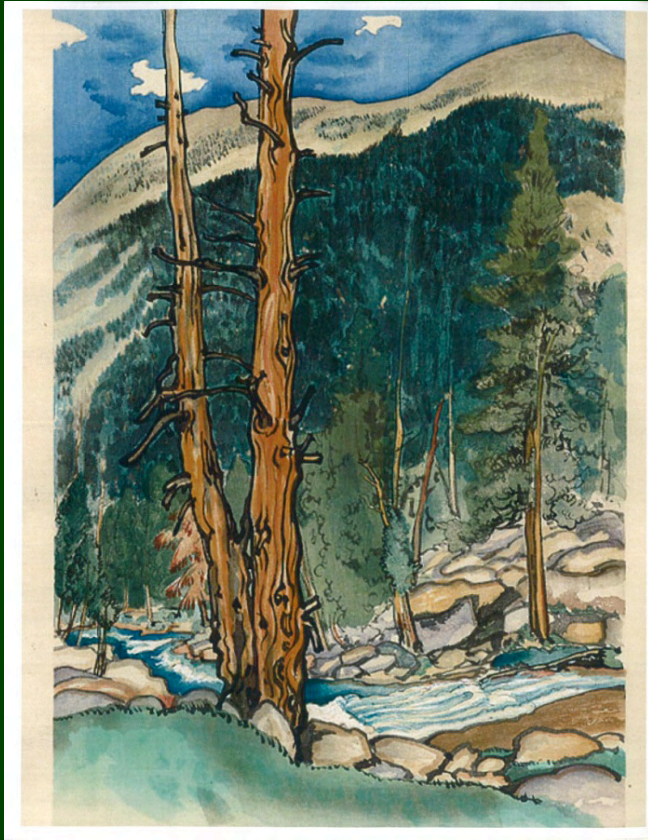


Expanded WOW Interior

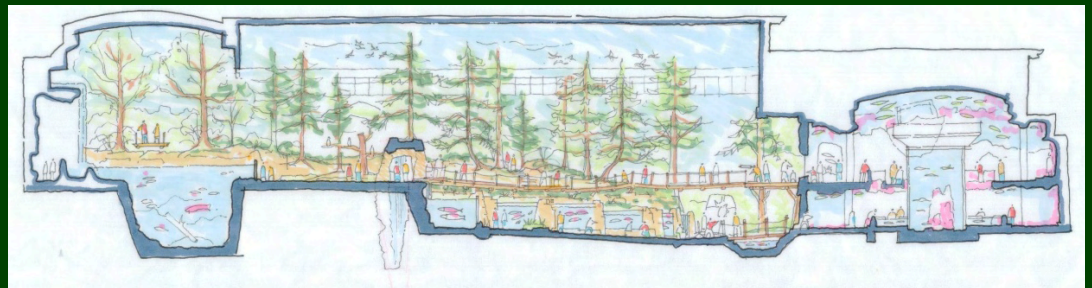
WOW-Legends of the Great Falls



Legends of the Great Falls



Legends of the Great Falls



Moving Forward Together



A remarkable project
at a remarkable time

Creating the Worlds
Greatest Living
Museum

[www. wondersofwildlife.org](http://www.wondersofwildlife.org)



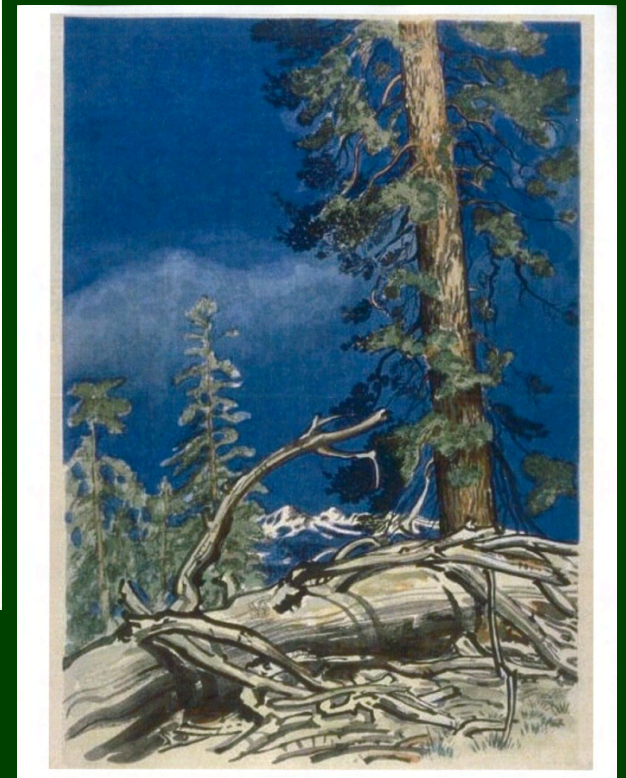
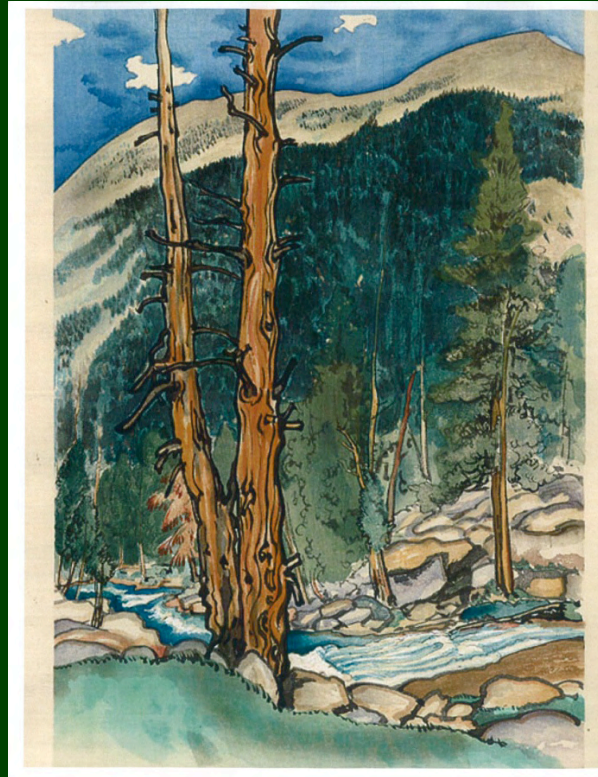
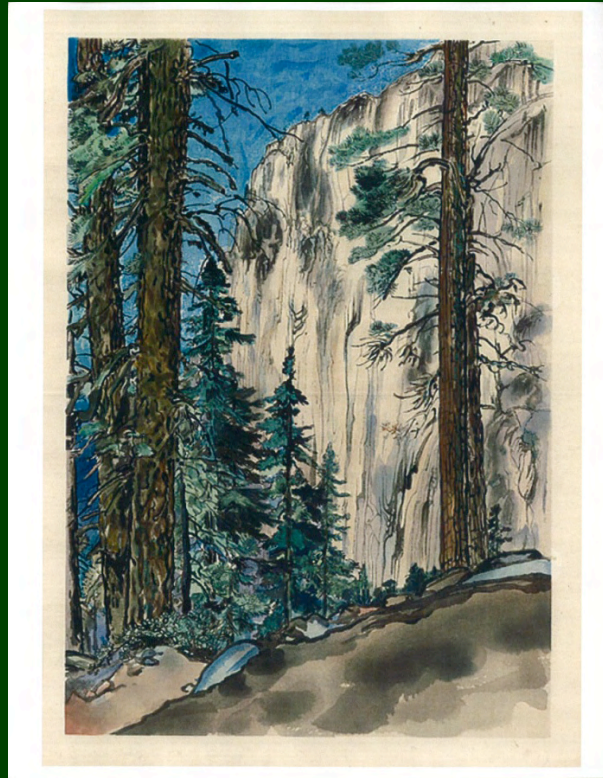
PGA/DESTINATIONCONSULTING 33

Site of The Worlds Greatest Living Museum

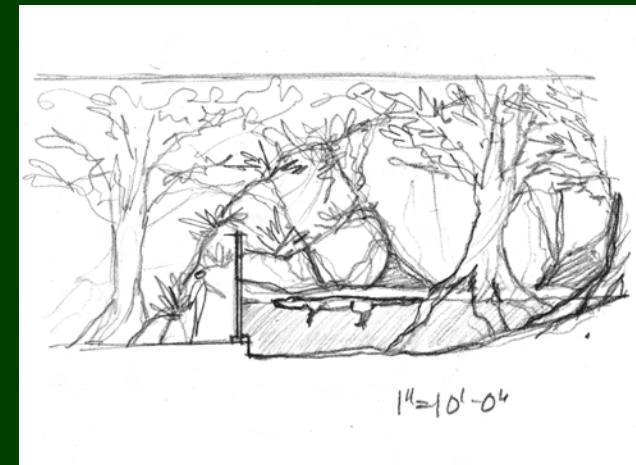
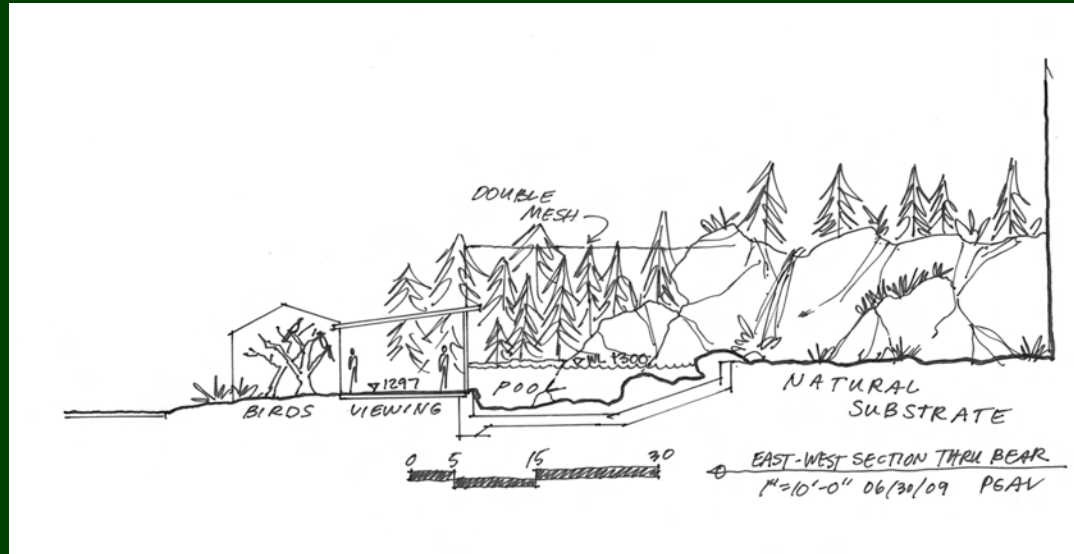




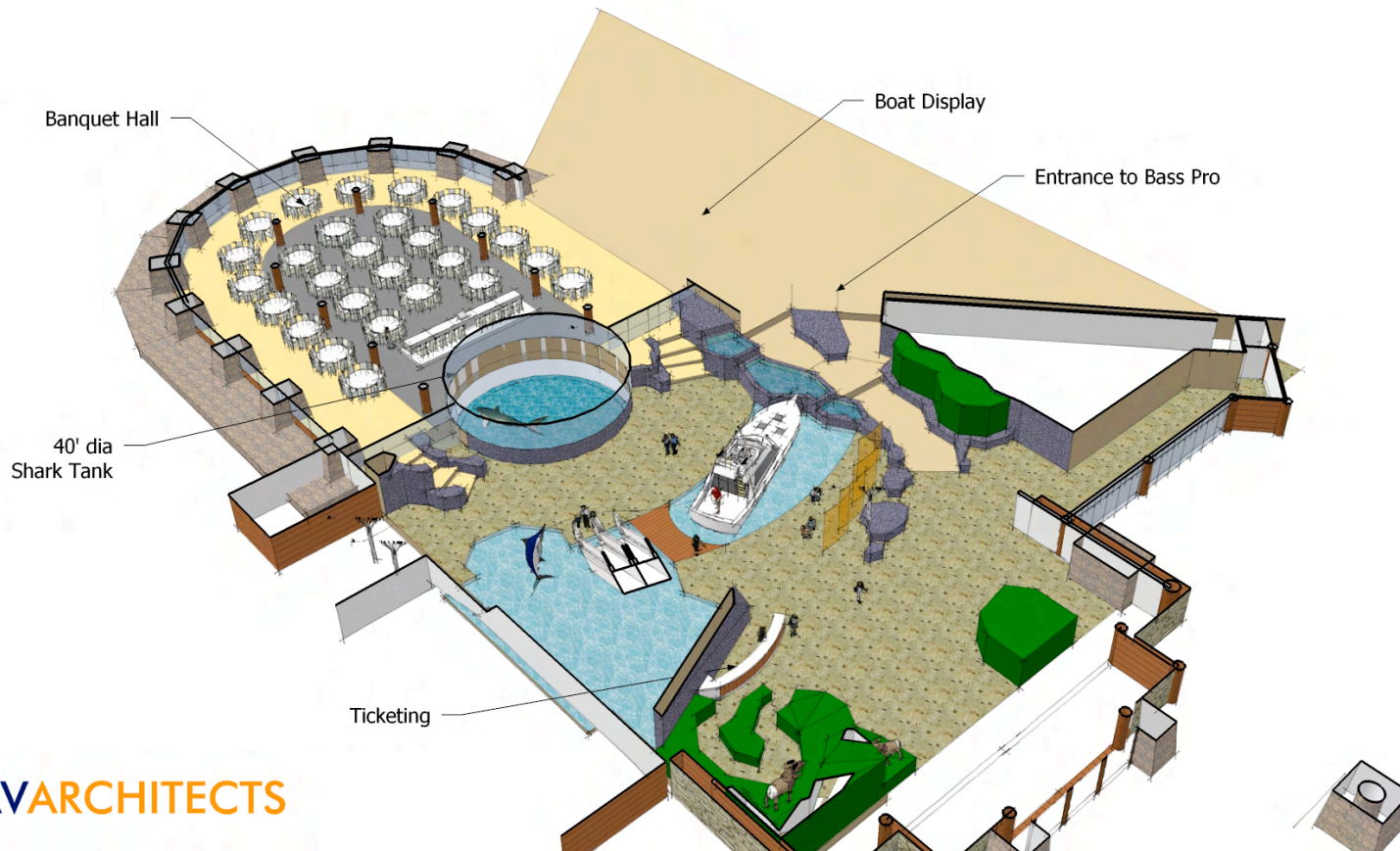
Northwoods



Interior, WOW- Great Falls



Interior Connector Mall – First Floor



Interior Connector Mall - Banquet



Proposed WOW Interior-Frame



WOW –Immersive Experiences



Interior Connector Mall - Entry



Interior Connector Mall – Entry

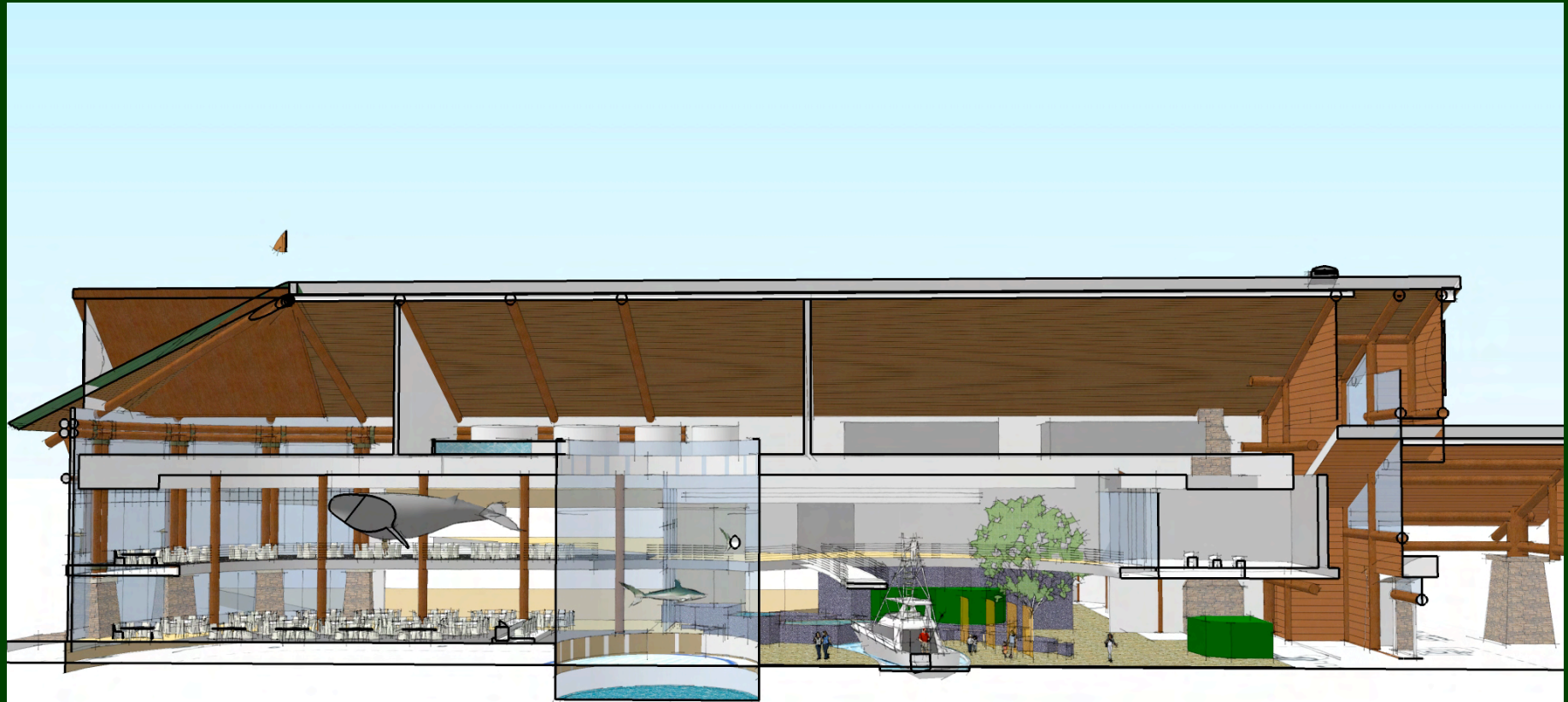


PGAVARCHITECTS



PGAVDESTINATIONCONSULTING 43

Interior Connector Mall - Section

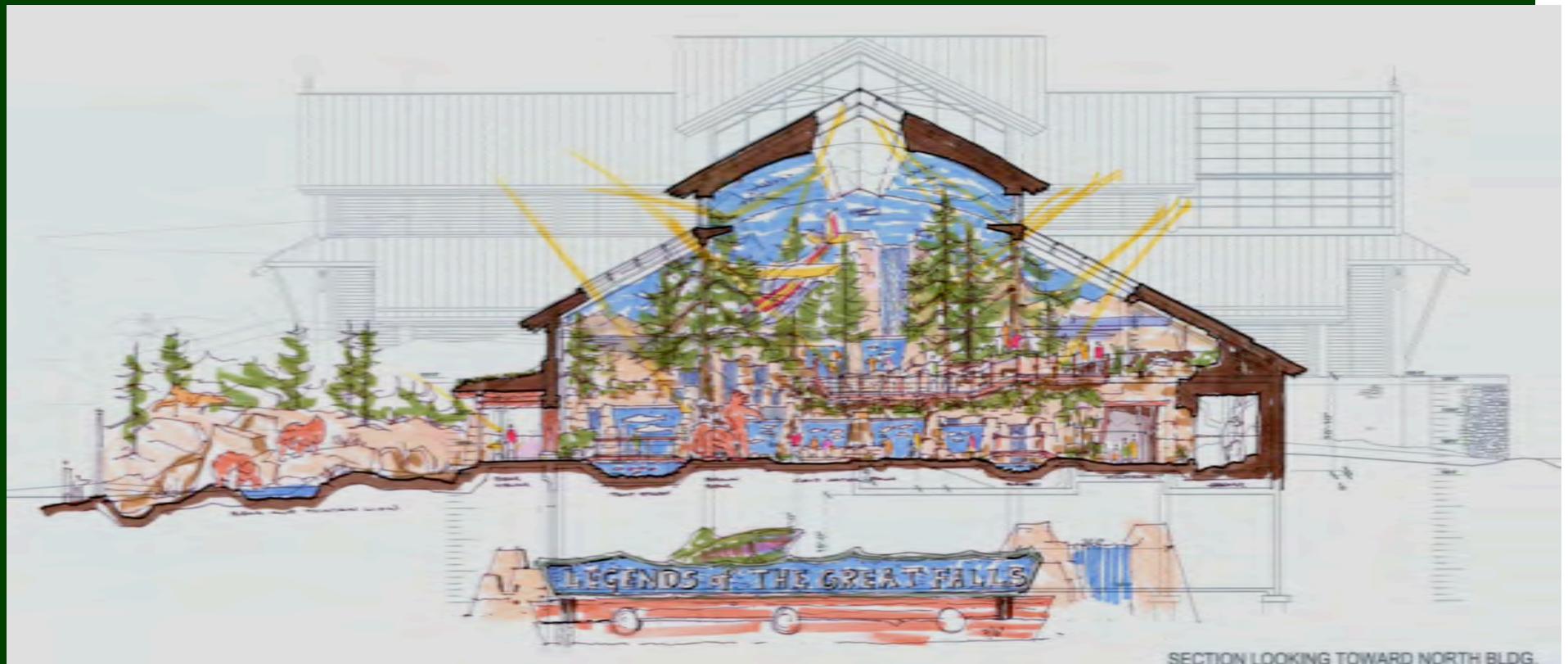


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WOW-Legends of the Great Falls



Existing WOW Interior-Frame

